

# Festival of Evidence

Key Sport and Physical  
Activity Trends in  
Hertfordshire



# Introduction

The session is aimed at physical activity, sport and health professionals operating in Hertfordshire and will include interesting insights on:

- Population trends
- Insight on activity trends for adults and young people
- Insight on activity trends for demographic groups
- Insight on activity at a place-based level
- Key insight tools and tips



# Population trends





**In Hertfordshire,  
our total population  
has grown by 7.4%**

The population in England has  
grown by 6.6% to 56.5 million

In 2011  
the  
population  
was  
**1,116,062**

In 2021  
the  
population  
has grown to  
**1,198,799**

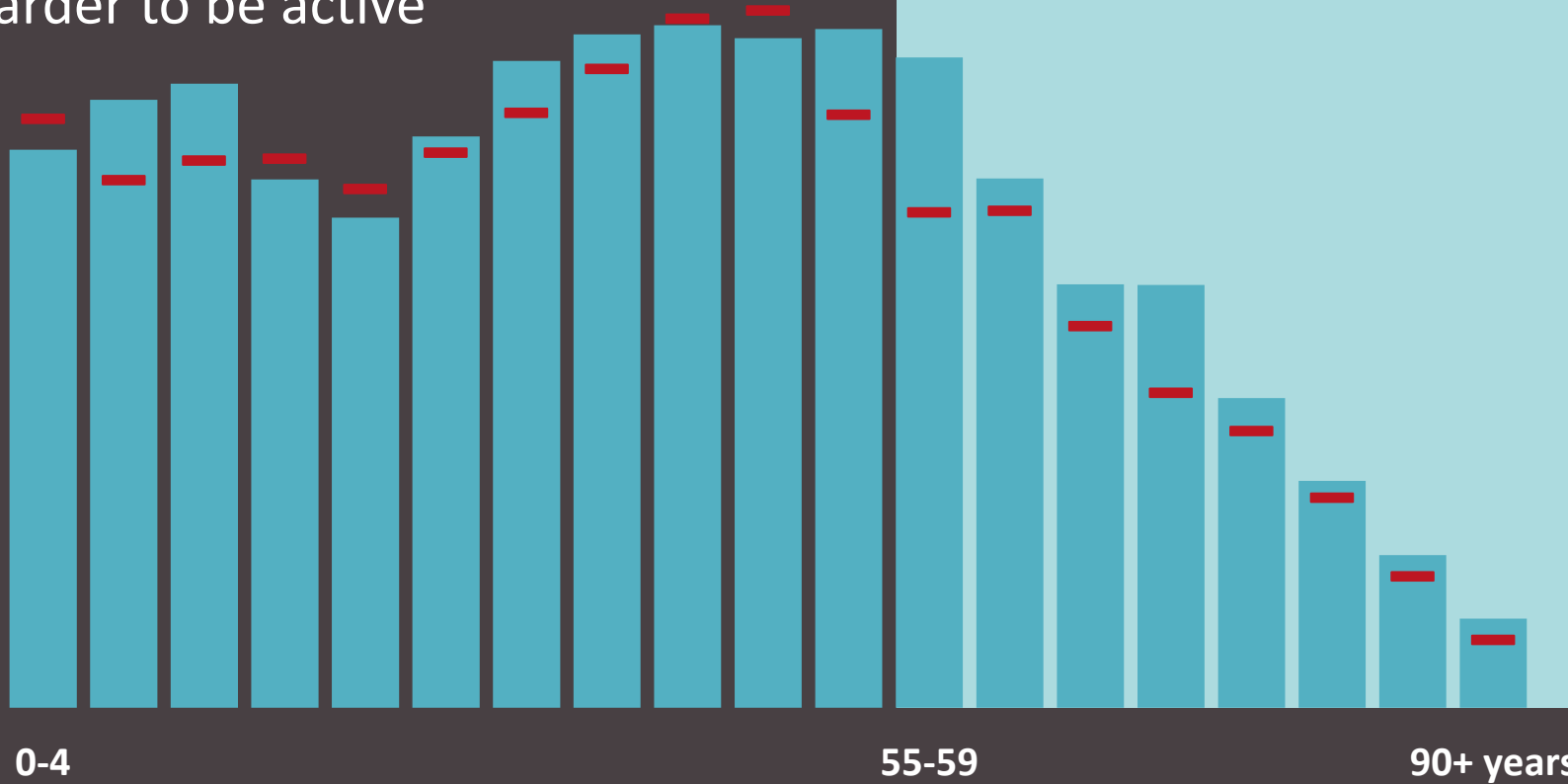
# Our population is ageing

As we age we find it harder to be active

The 55+ population has gone up by **18%**

That's an extra **53,800** people

2011  
2021



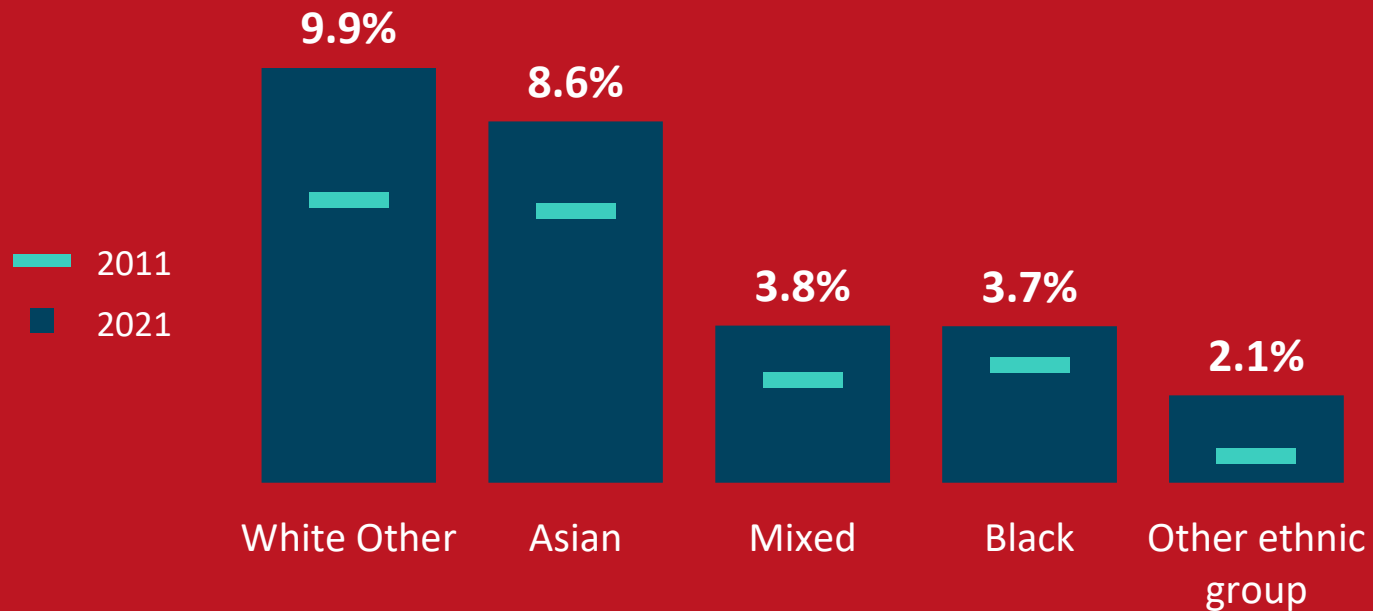
Population by 5 year age bands

An aerial photograph of a suburban town, likely Welwyn Garden City, showing a dense grid of streets, numerous houses with red-tiled roofs, and many green trees. The town is surrounded by more open land and some larger commercial buildings. A red vertical bar is visible on the right side of the image.

**A town roughly  
the size of  
Welwyn Garden City**

# Our population is now more ethnically diverse

The populations of these ethnic groups have all risen

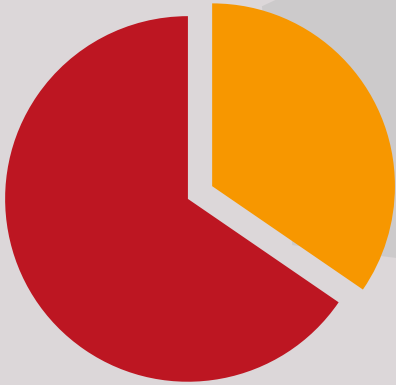


The proportion of White British people now makes up 71.8% of the population. A reduction of 9% since 2011



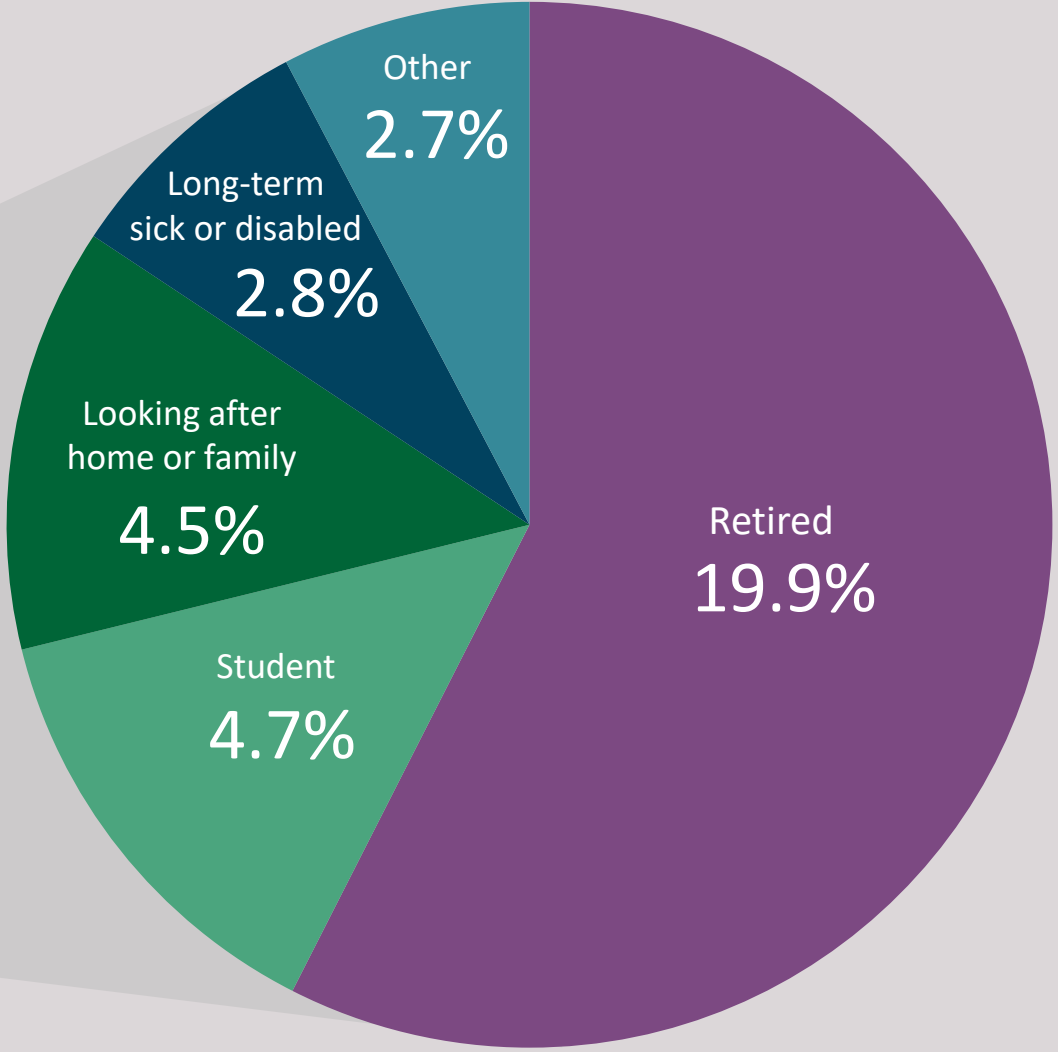
# There are 41,100 more people\* classed as economically inactive

And within this, most are retired



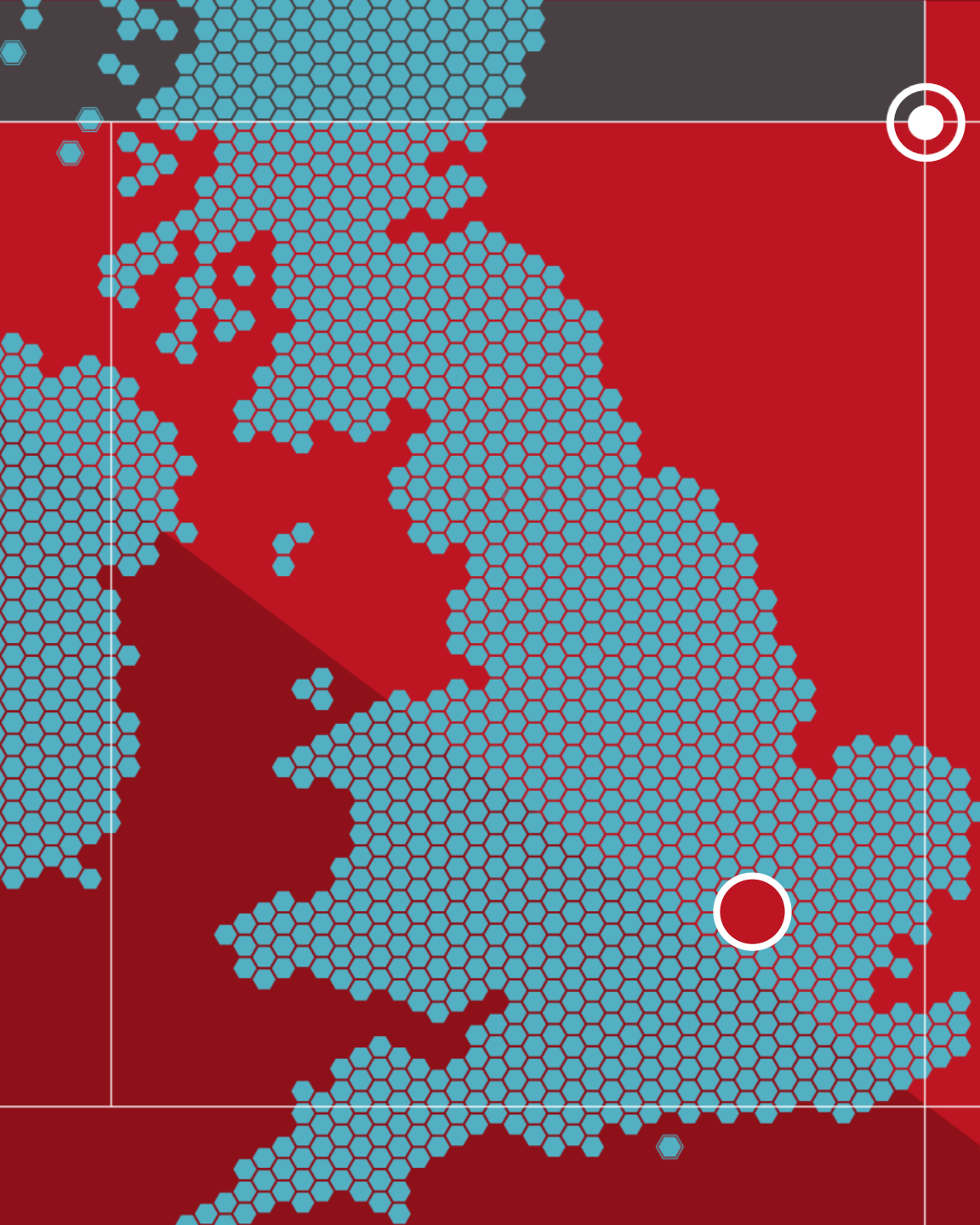
Aged 16+

Economically inactive  
34.6%



\*Compared to 2011  
Data is for Hertfordshire





# The population of Hertfordshire is:

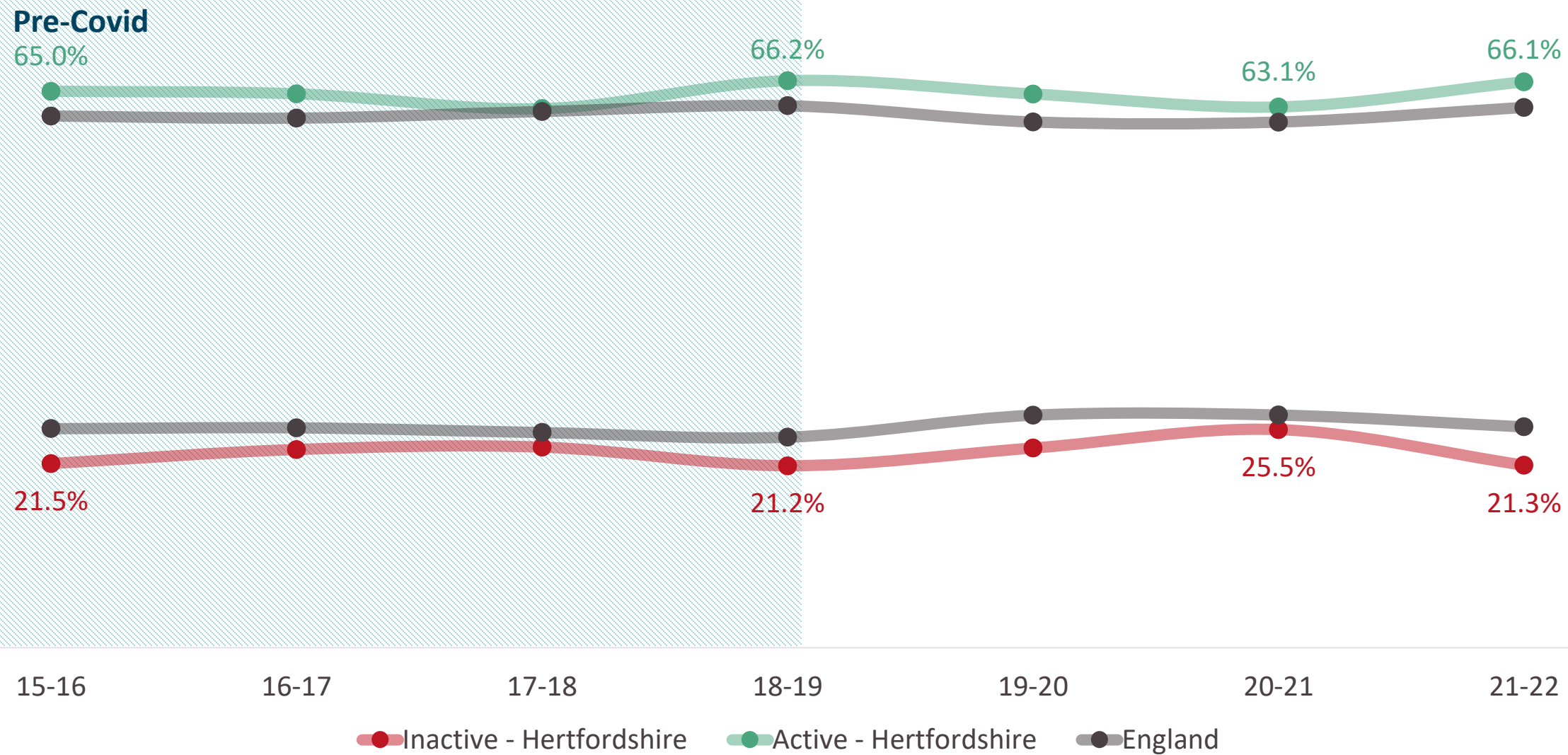
Growing, ageing and becoming more diverse

And is projected to continue to do so

# Physical activity trends for adults

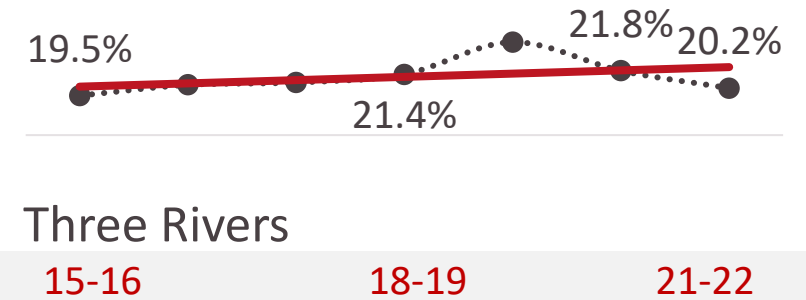
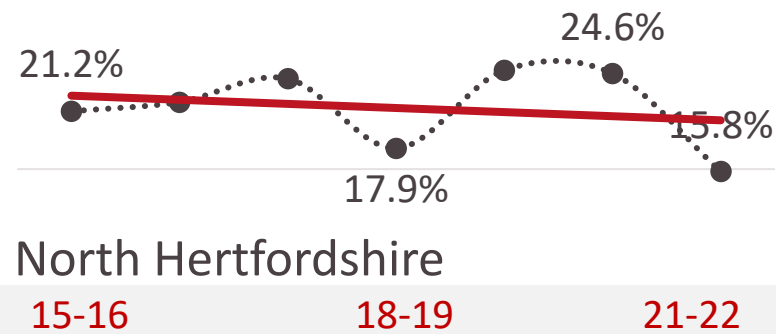
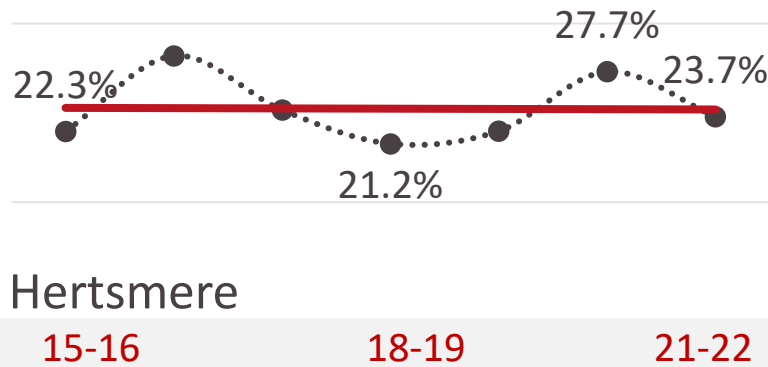
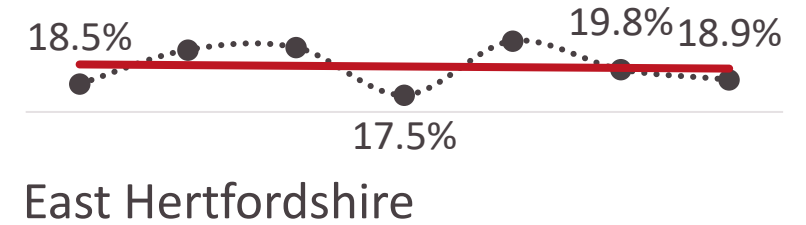
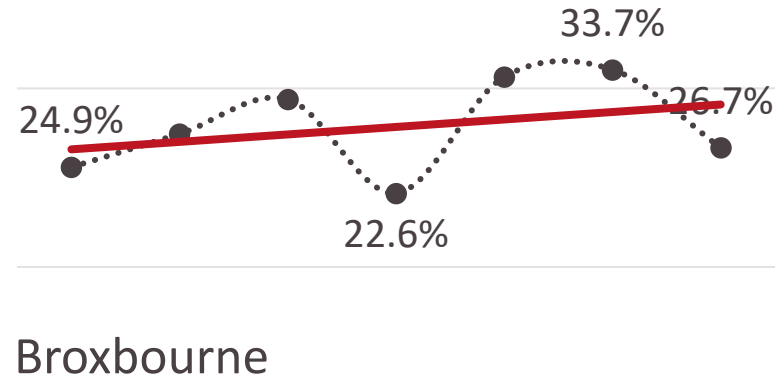
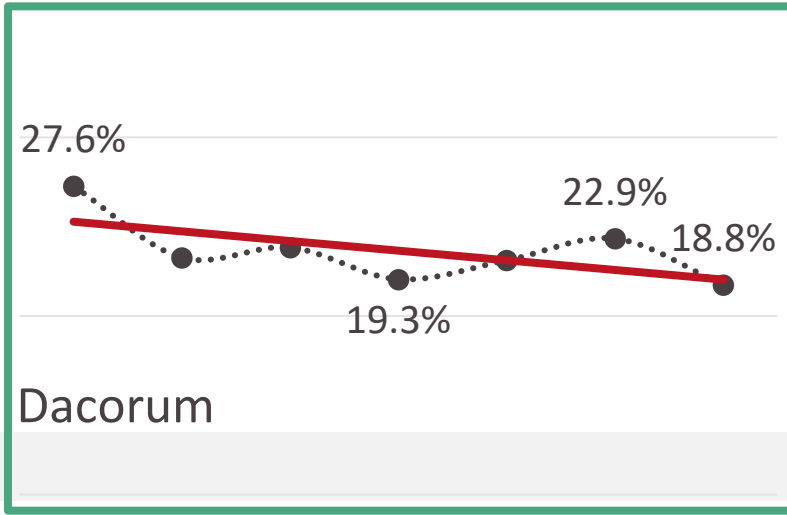


# Latest headlines show physical activity levels have recovered

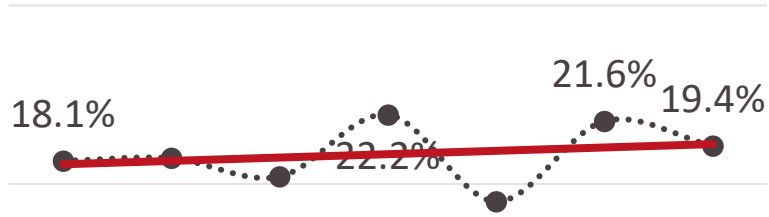


Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 21-22, **excluding gardening**

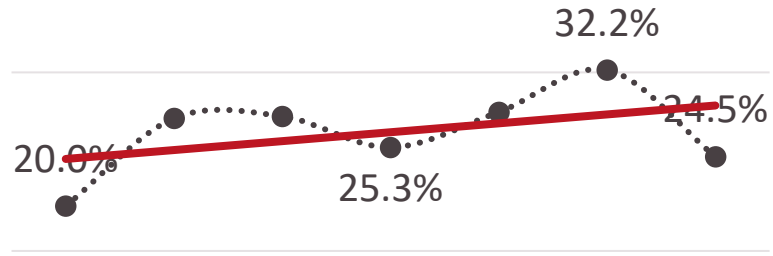
# Most local areas have seen levels of inactivity improve in 2021-22



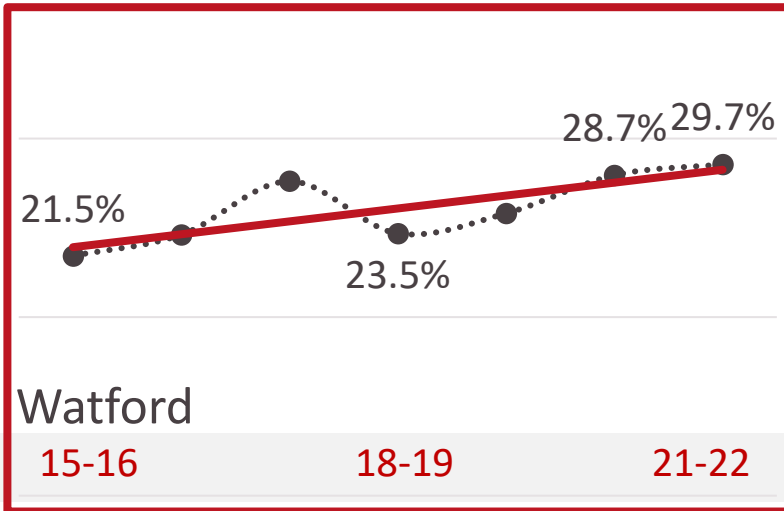
# But not all...



St. Albans



Stevenage

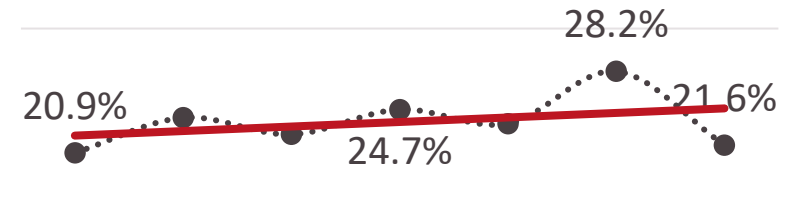


Watford

15-16

18-19

21-22



Welwyn Hatfield

15-16

18-19

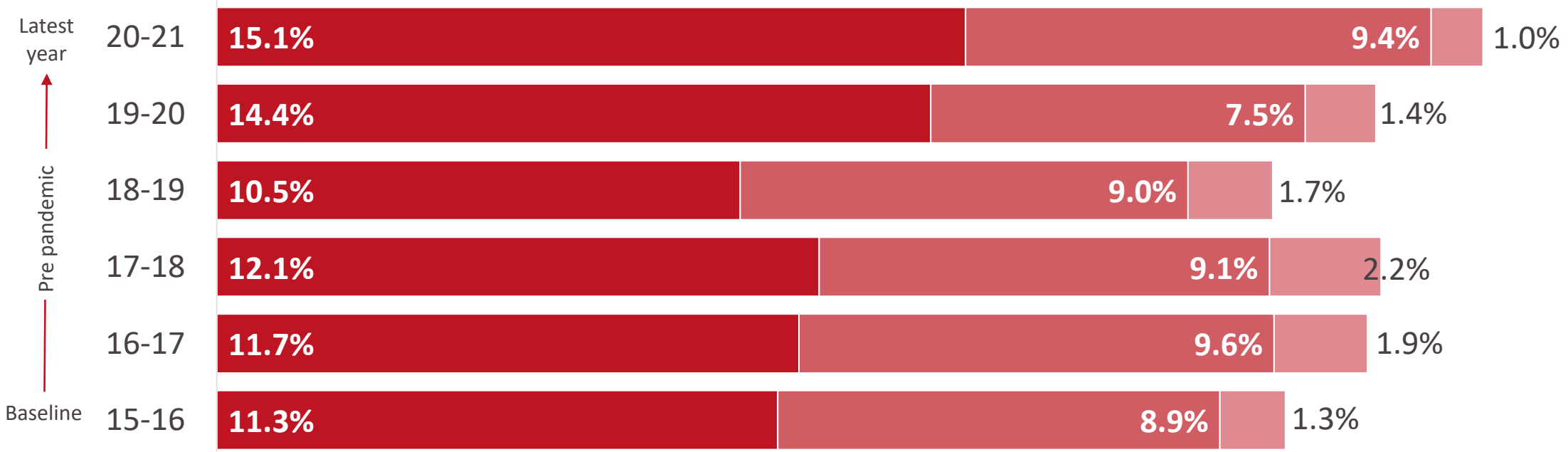
21-22

# Breakdown of inactivity: There was a growing number of people doing no activity at all and around 100,000 people doing something but not enough

**146,500 people** Nothing No physical activity at all

**91,000 people** Light only Missing the intensity

**10,000 people** 1-29 minutes Active but not for 30 mins



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**



# Summary overall trends - adults

- Across the adult population, the pandemic negatively impacted on on how much we were moving but the latest data suggest things have returned to pre-pandemic levels
- All local authority areas saw increases in inactivity during the pandemic though most have now returned to pre-pandemic levels, but not Watford
- Sedentary behaviour grew in the pandemic, though there were still over 100,000 people doing some physical activity but not enough

Physical activity  
demographic  
trends for adults





# The pandemic impacted across our population

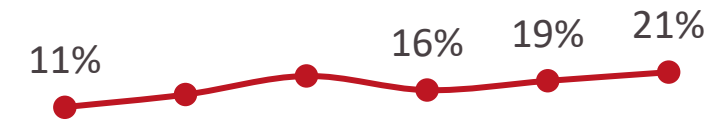
Whole population



Male



16-34



NS SEC 1-2



Female



35-54



NS SEC 3-5



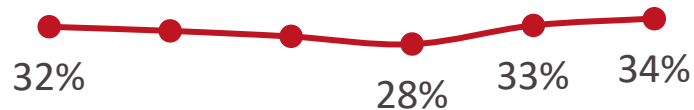
No limiting illness



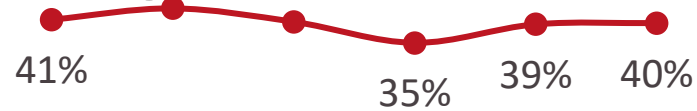
55-74



NS SEC 6-8



Limiting illness



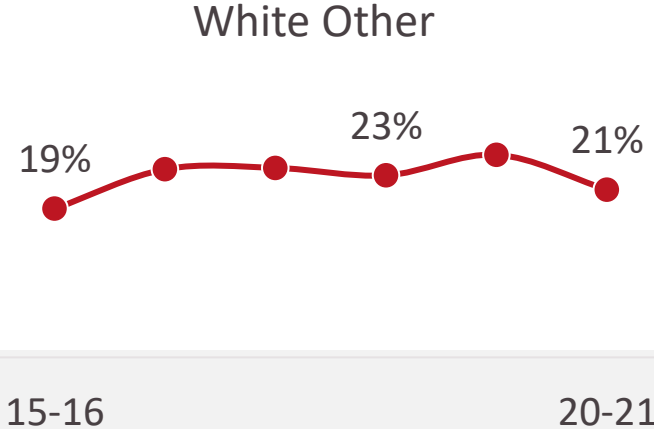
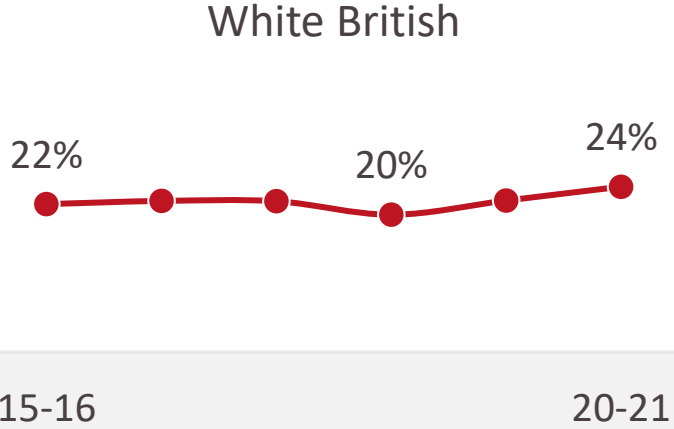
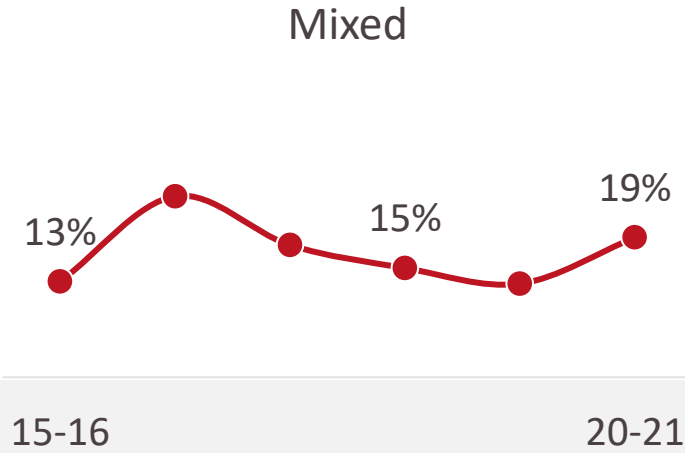
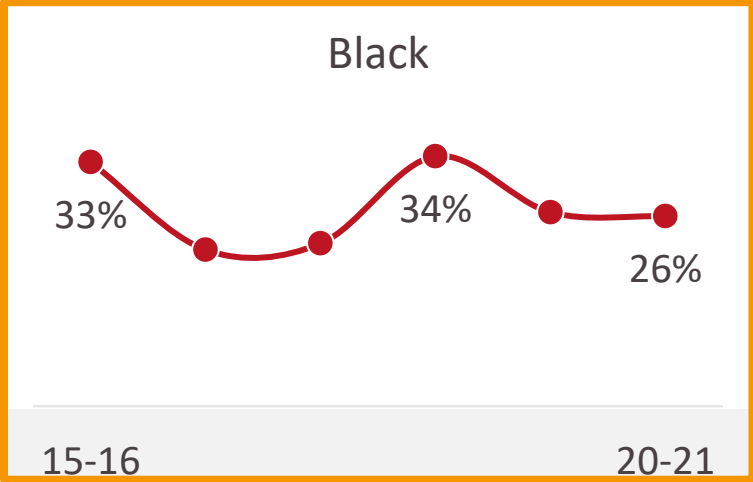
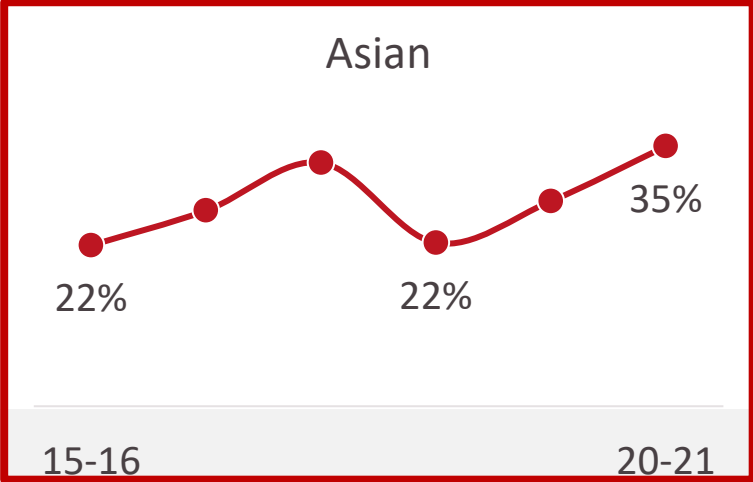
75+



● Hertfordshire inactivity

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

# Including in some of our ethnically diverse communities

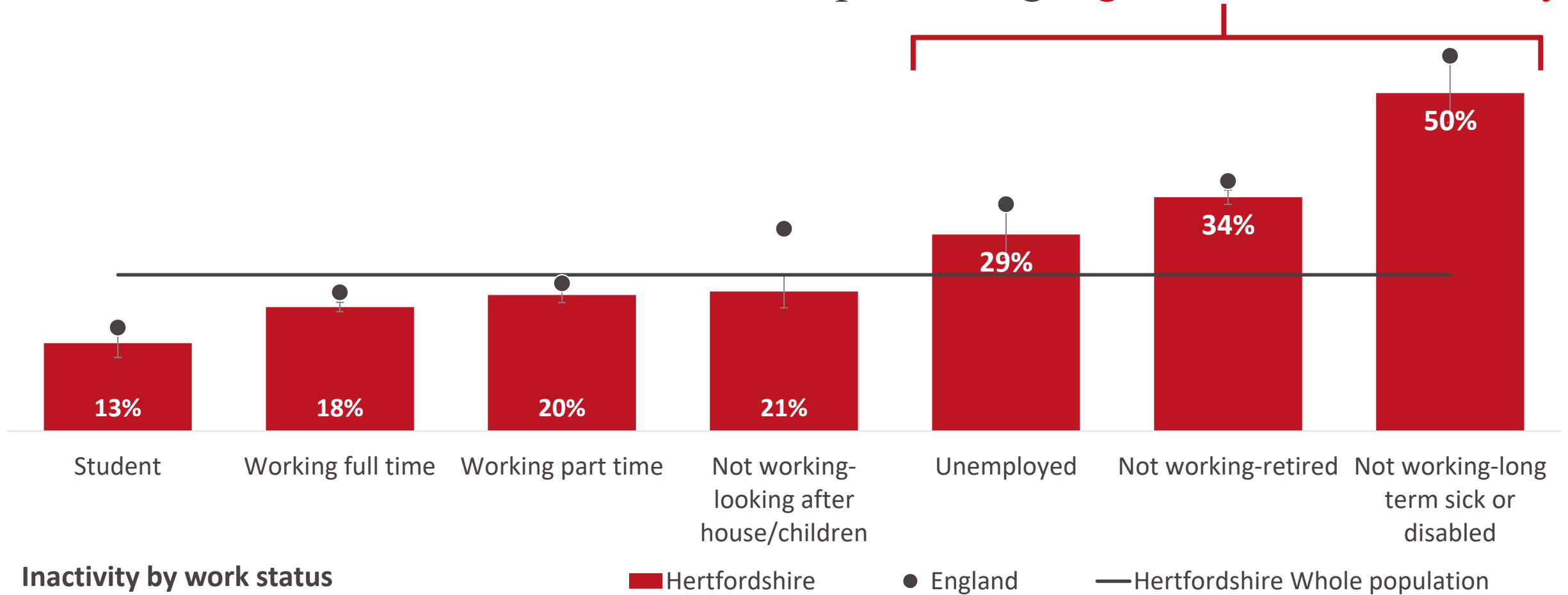


—●— Inactivity



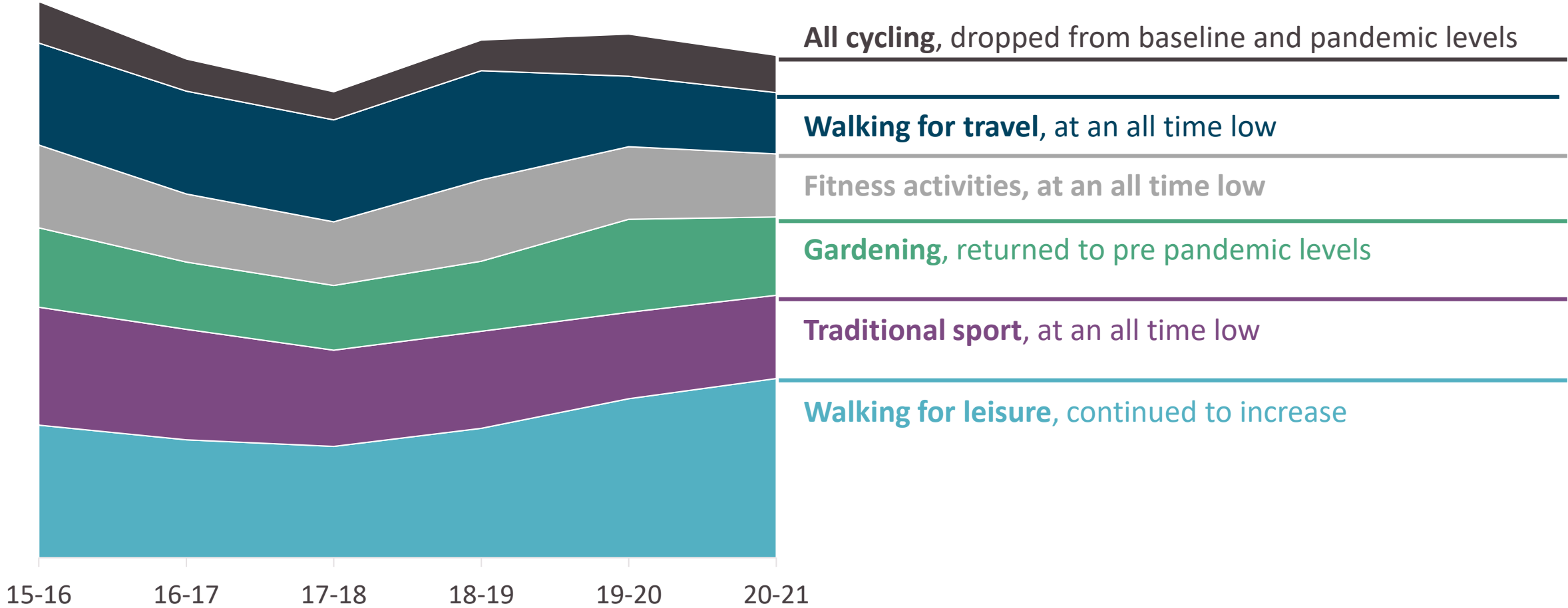
Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

People out of work, retired or who are not working because of illness or disability are experiencing **higher levels of inactivity**



Source: Sport England, Active Lives Adults, Nov 15-16 to 20-21 combined, **excluding gardening**

# The pandemic disrupted how people get their minutes



Measure: Duration, minutes per week

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21



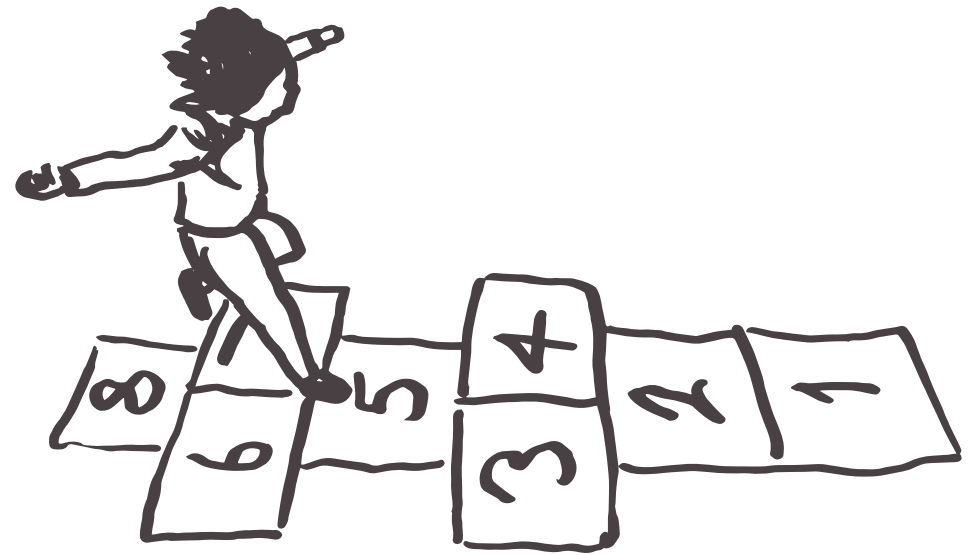
# Summary for demographics and activities

- The pandemic pushed up inactivity across most major demographic groups
- Inactivity has doubled amongst those aged 16-34 and the pandemic appears to have had a greater impact on younger adults in Hertfordshire
- People with a limiting illness or disability are twice as likely to be inactive than people without one
- While the pandemic has pushed inactivity up across all socio-economic groups, middle and lower socio-economic groups are experiencing greater levels of inactivity

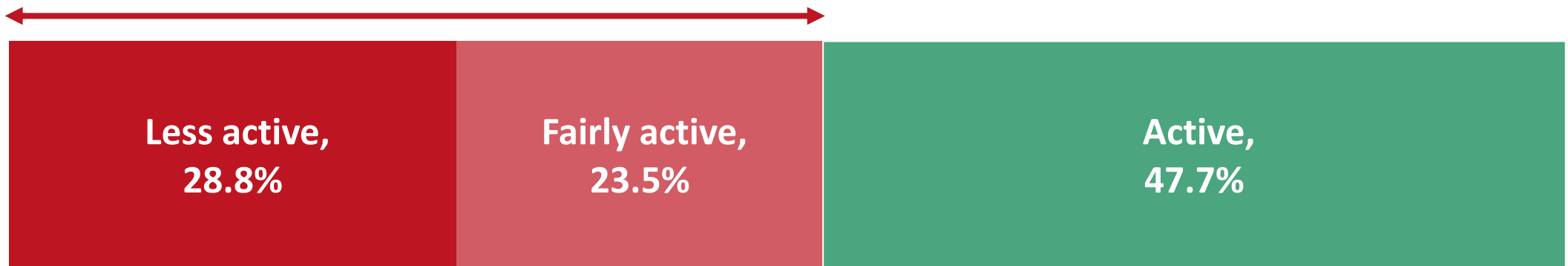
**We'll have to wait and see which have recovered!**

- The pandemic has disrupted how people get their minutes – walking and gardening provided more minutes

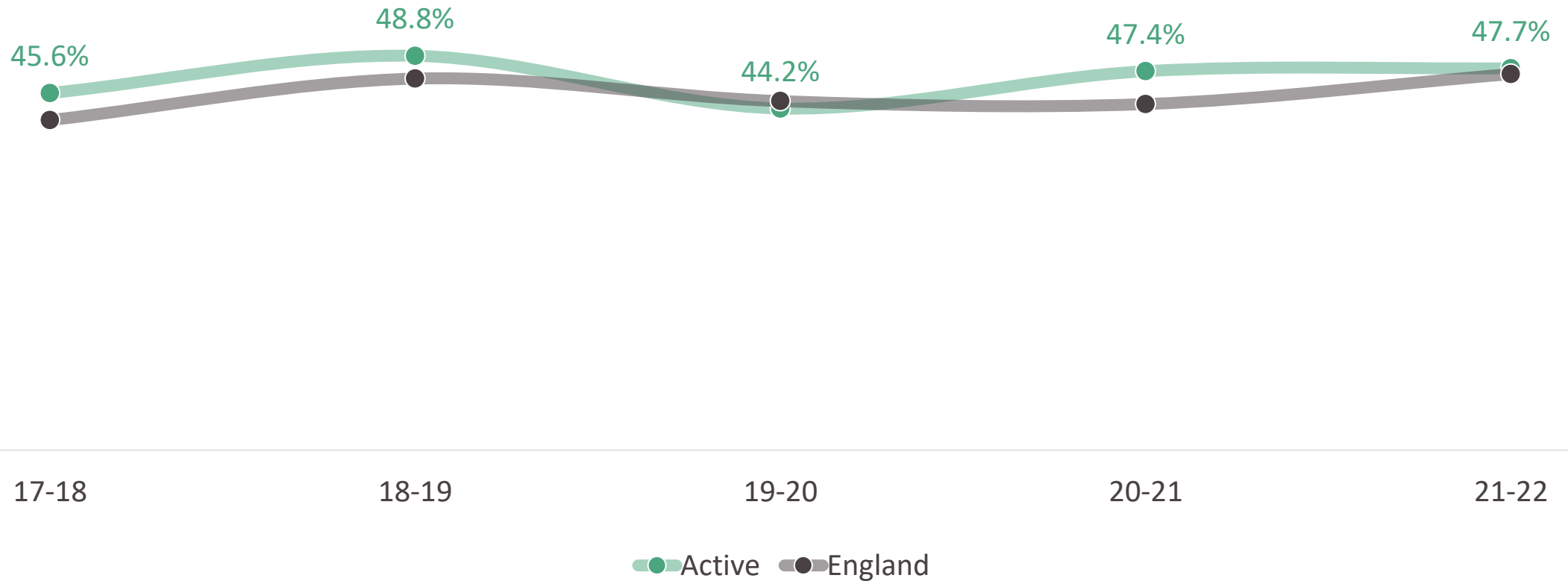
# Physical activity trends for children and young people



# Over half of our children (52.3%) are not active enough



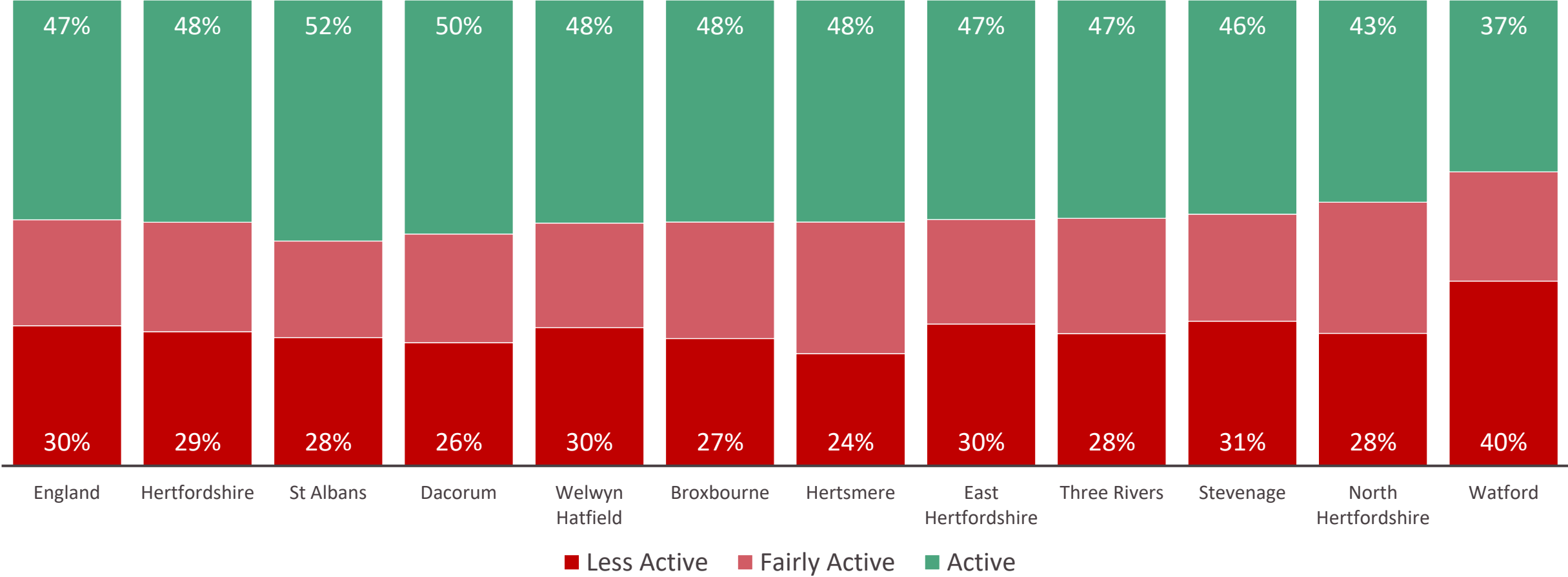
# CYP activity levels have improved since being disrupted by the early pandemic



Source: Sport England Active Lives, Children and Young People survey 2017-18 to 2021-22  
Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere)



# There is quite a bit of variance across our area in activity levels for CYP



Source: Sport England Active Lives, Children and Young People survey 2021-22  
 Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere)



# Summary of overall trends - CYP

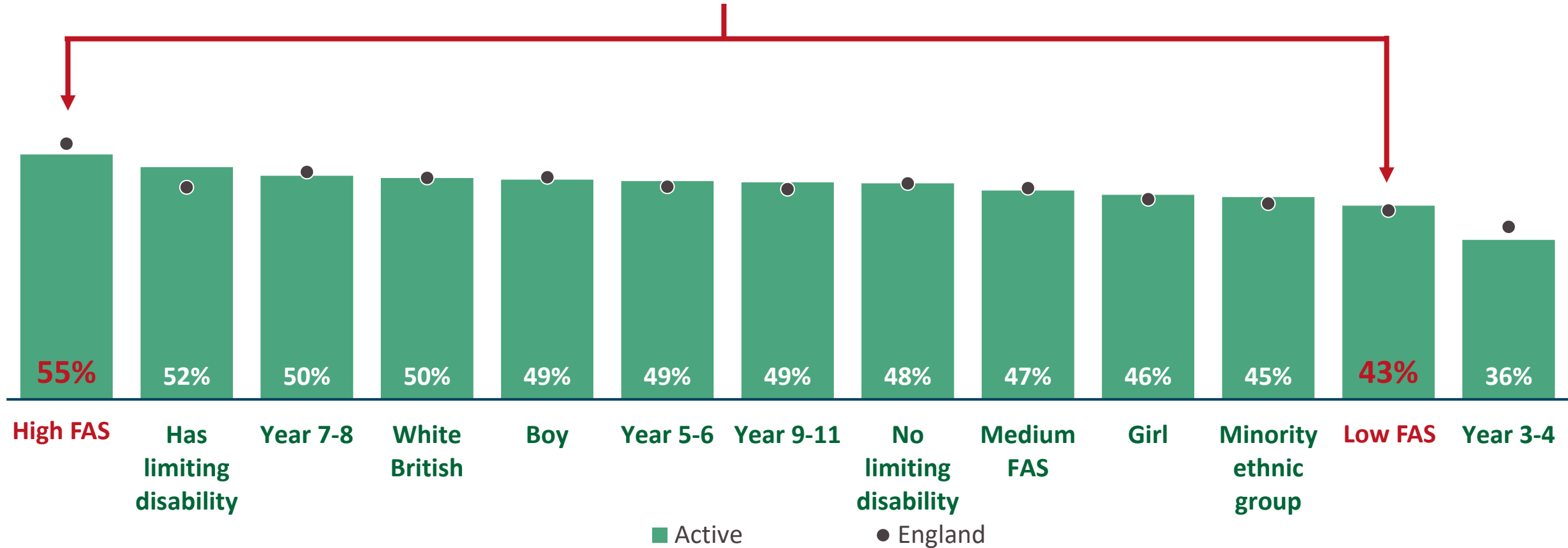
- **Over half** our children and young people are not active enough
- Again, activity levels appear to be returning to pre-pandemic levels
- Children and young people in Watford are less likely to experience being active



# Physical activity demographic trends for CYP

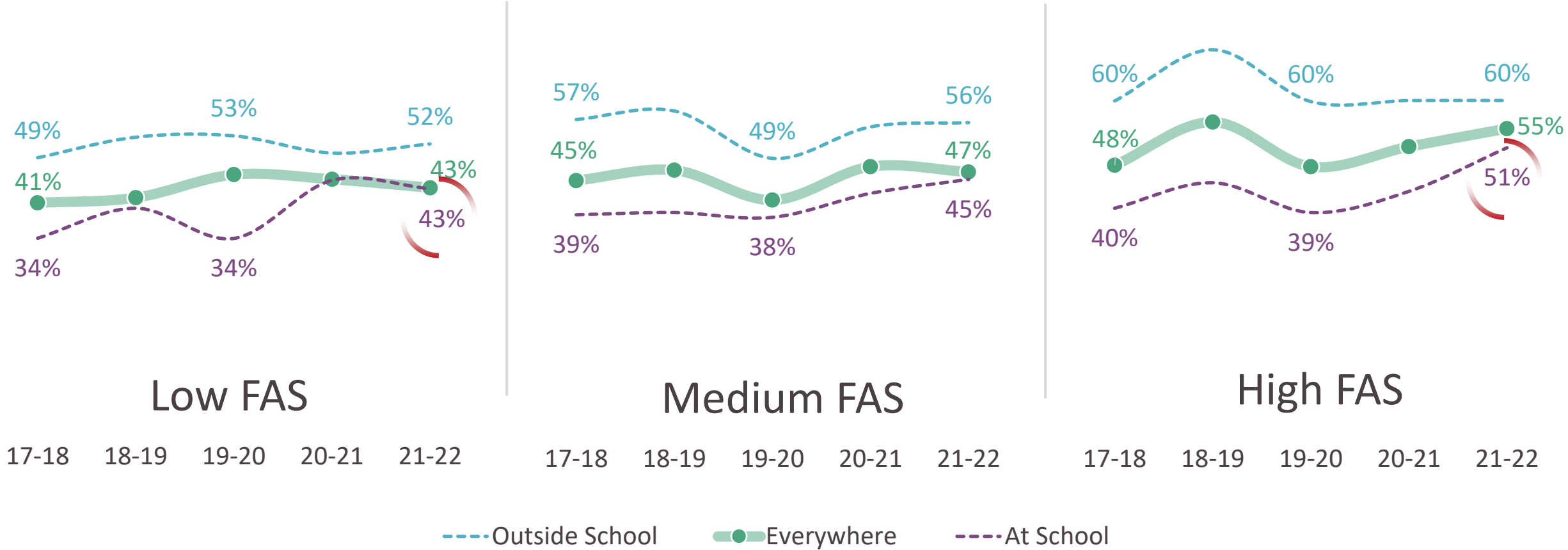


# Family affluence has a big impact on CYP physical activity levels



Source: Sport England Active Lives, Children and Young People survey 2021-22  
Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere)

# The **inequality gap** between **high** and **low** family affluence at school is at an **all time high**



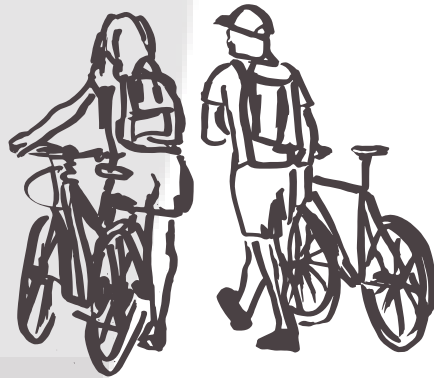
Source: Sport England Active Lives, Children and Young People survey 2017-18 to 2021-22  
 Measure: An average of 60 minutes or more a day, either at school or outside school (everywhere),  
 an average of 30 minutes a day in school and an average of 30 minutes a day outside of school



# What's happening in other demographic groups?

## Gender

- Boys activity levels have been relatively stable in recent years
- Girls activity levels have increased over time, particularly at school



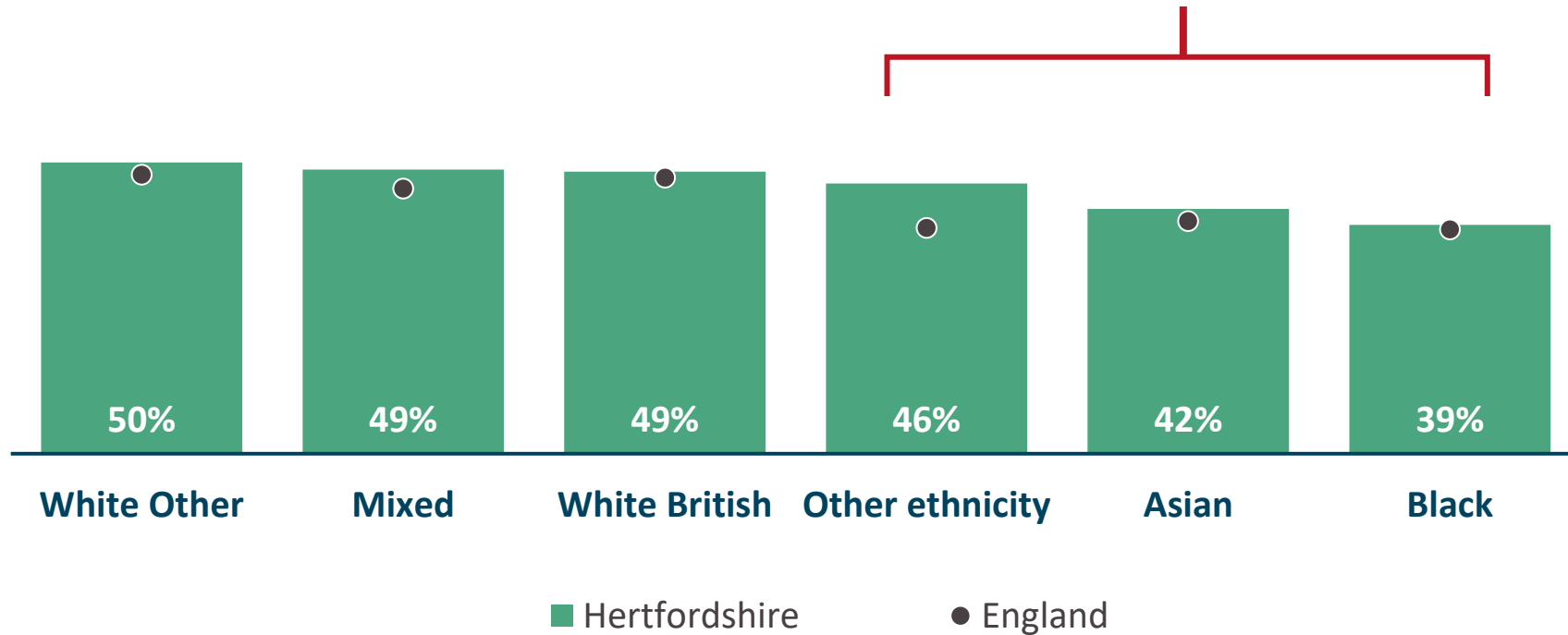
## School age

- Activity levels in the younger year groups (primary, years 3-6) are relatively stable but have declined in the latest year of data
- At school activities for secondary school age children (years 7-11) has contributed to the overall rise in activity levels for this group

## Income deprivation affecting children (IDACI)

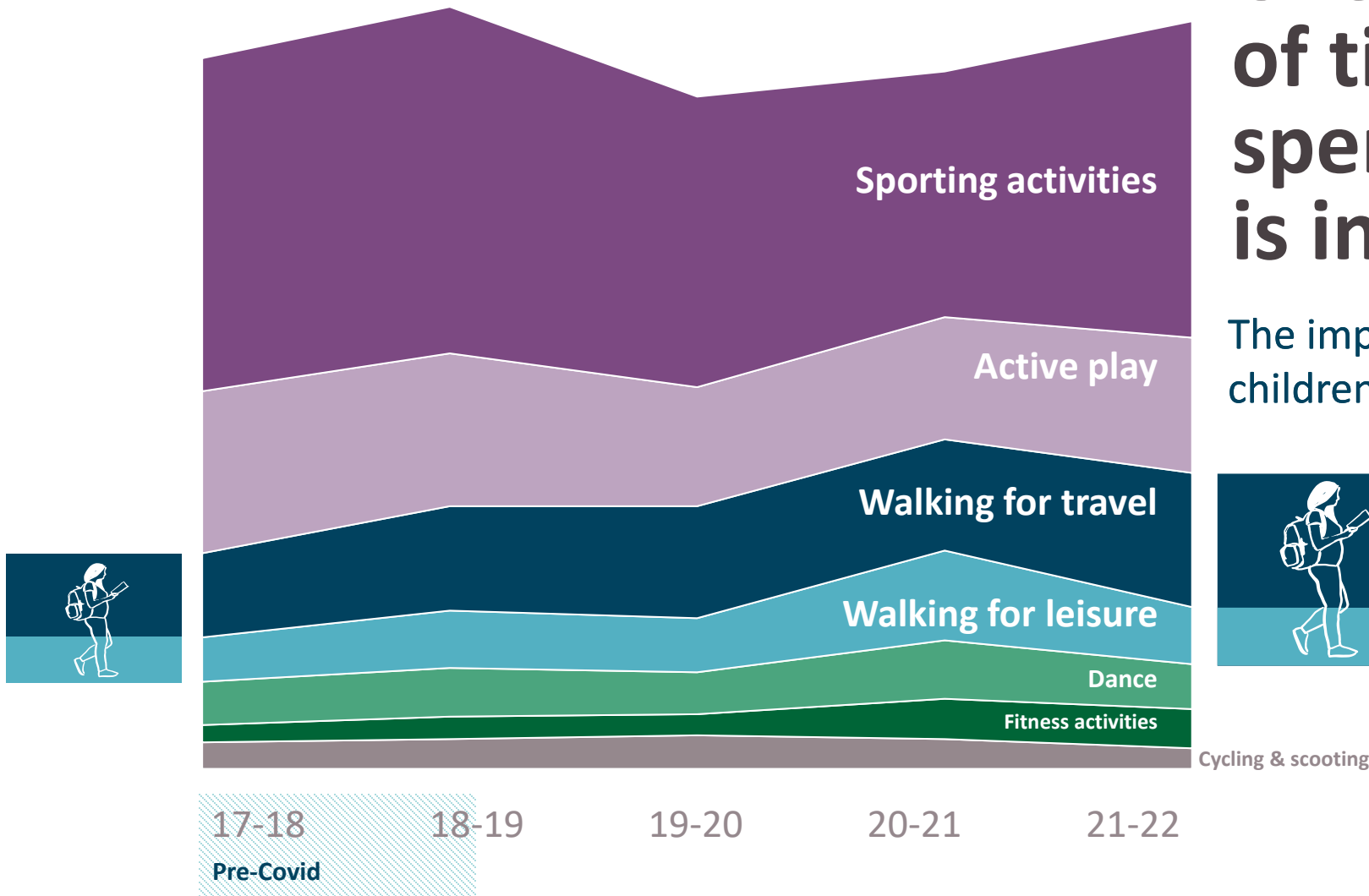
- Activity levels at school have improved for children attending schools in areas with higher levels of income deprivation affecting children and overall activity levels haven't risen a little

# Our CYP from Asian, Black and other ethnic communities experience lower levels of activity



# Overall, the amount of time children spend being active is increasing

The importance of **walking** for children and young people has grown.



Particularly walking for travel



# Summary for demographic groups and activities - CYP

- **Family affluence** has a big impact on CYP physical activity levels
- Inequalities exist, even in terms of being active within the school day
- There are some positive trends to try and understand and learn from e.g. Girls, teenagers, at school minutes
- Our CYP from **Asian, Black** and other ethnic communities experience lower levels of activity
- Walking is contributing more minutes than ever before for some CYP

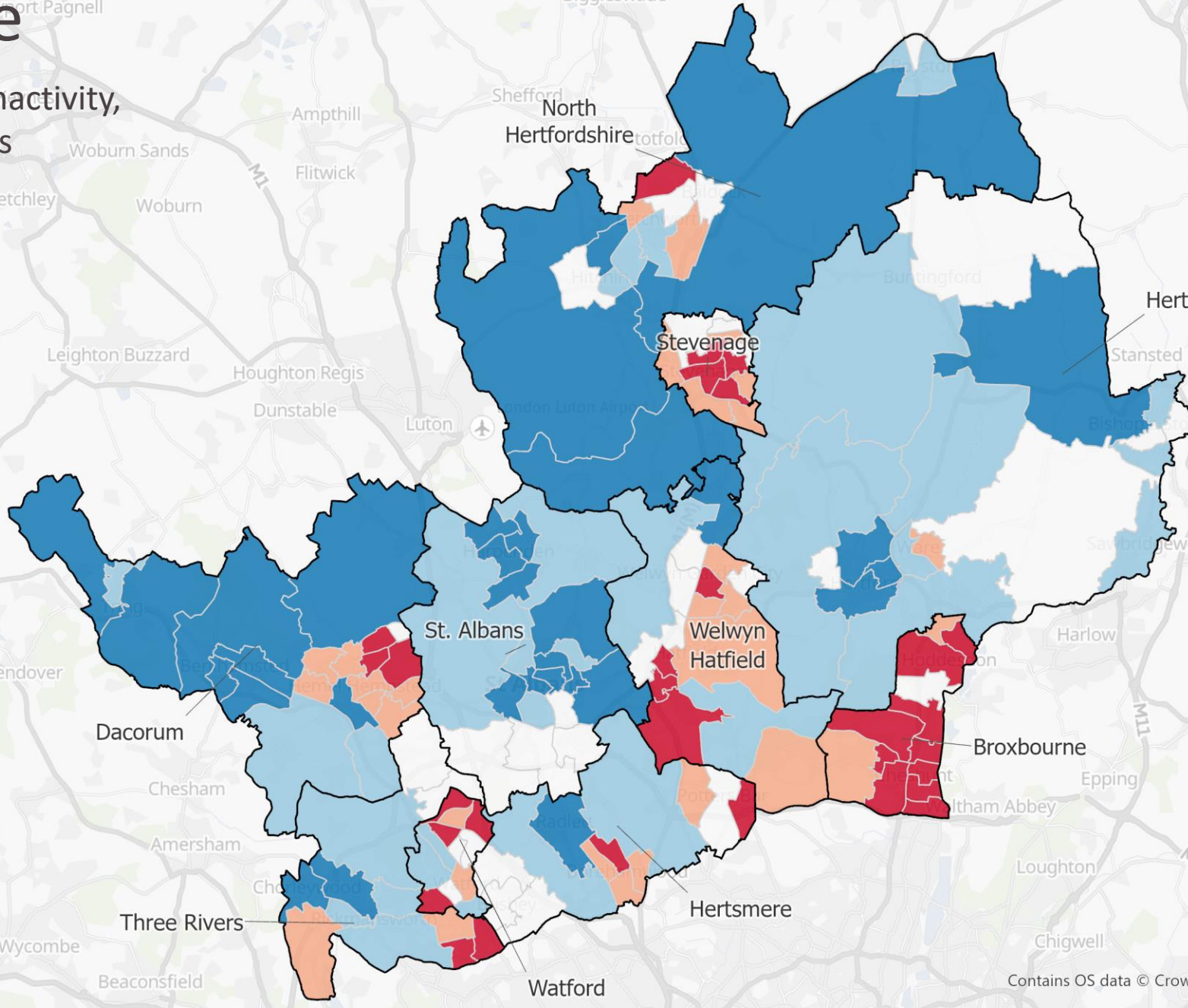
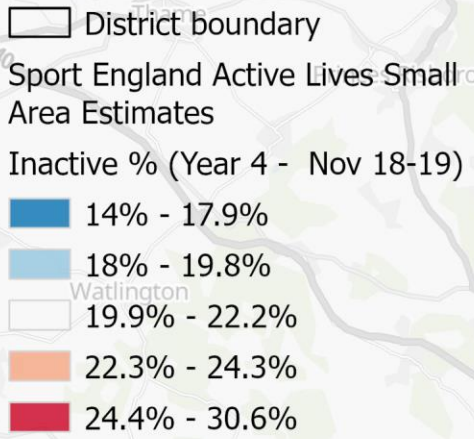


Place based level  
(using the adults data)



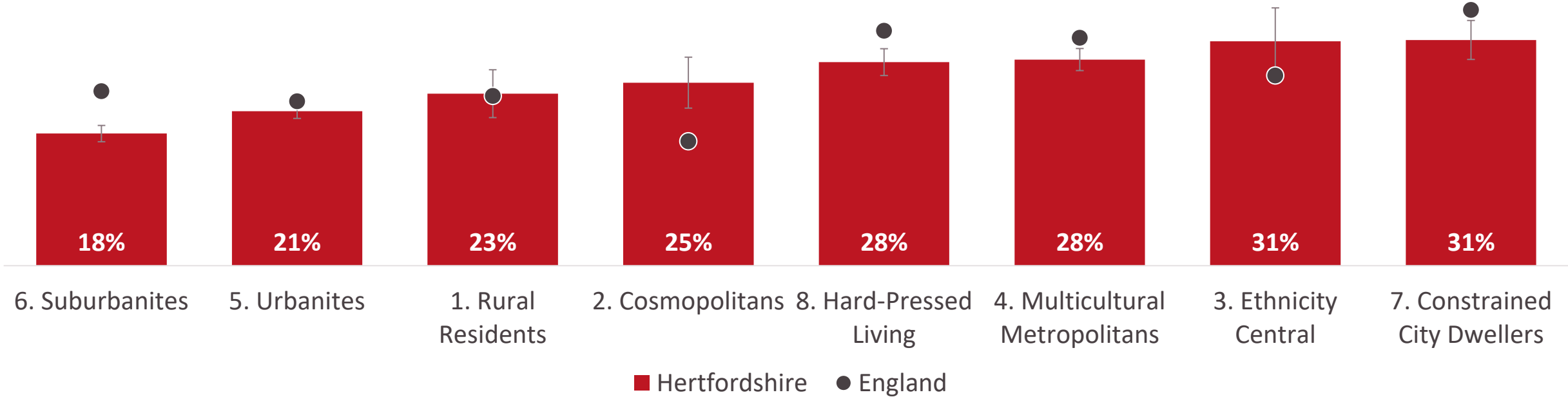
# Hertfordshire

Small Area Estimates of inactivity,  
Sport England Active Lives  
Nov 2018/19



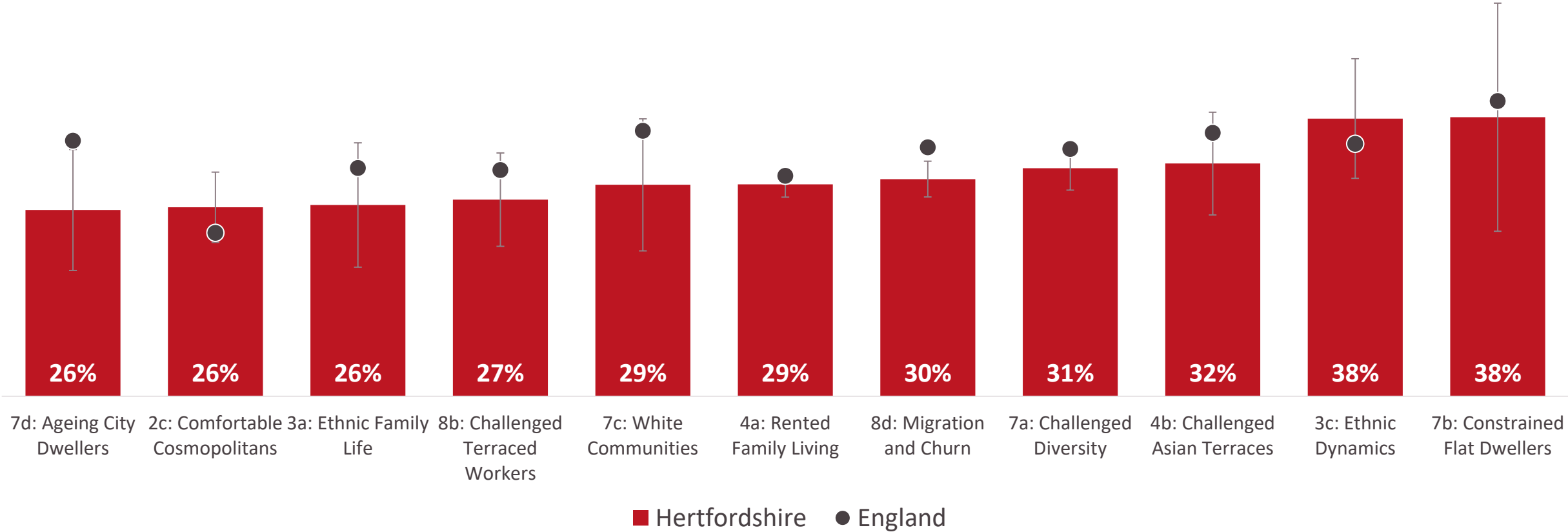
Contains OS data © Crown Copyright and database right 2022  
Contains data from OS Zoomstack

# Inactivity by ONS Output Area Classification: Super Groups



Source: Sport England, Active Lives Adults, Nov 15-16 to 20-21 combined, **excluding gardening**

# Inactivity by ONS OAC: Groups



Source: Sport England, Active Lives Adults, Nov 15-16 to 20-21 combined, **excluding gardening**



# Where can we find some of the groups that we know are more likely to be inactive

We can follow the ONS groups down to Output Area level (up to 1,000 people)



Summary and  
some of the tools  
that we're  
working on...



# Summary and some questions to ponder

- Our population is growing, ageing and becoming more diverse - **What implications does this have for our work?**
- The pandemic significantly disrupted people's ability to experience being active in Hertfordshire but things appear to be returning to pre-pandemic levels for both CYP and adults. However, we need to see **what this means to pre-existing inequalities?**
- We need to think carefully about different tactics for adults that are 'inactive' because some are moving but not enough to meet the guidelines. **What does this mean to our planning?**
- The pandemic has disrupted how we are active with walking providing more minutes. **What might be the implications if this trend continues?**
- We can get down to neighbourhood levels in making reasonable assumptions around places to focus. **How do we work together on this?**
- We are seeing some positive trends. **How can we get different local perspectives on these and consider what we can learn from them?**



# Some of the tools we've got and are working on...



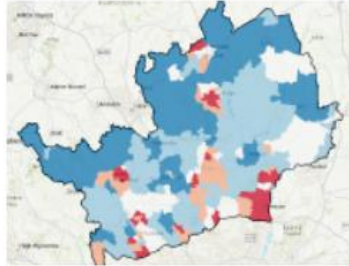
Collection

## Physical Activity Insight across Hertfordshire

An insight tool from Herts Sports  
Partnership

[Get started](#)

Photographs 2 & 3 © 2023 Sport England. All Rights Reserved; Photograph 4 © Centre for Ageing Better.



1 Overview of Hertfordshire



2 Overview of physical activity across Hertfordshire



3 Children and young people



4 Understanding the impact of ageing and health

- We have created detailed data packs for adults and CYP
- We'll be updating the adult information when the latest detail is available
- We're building a Story Map to bring a range of different data together to inform our decision making
- We're exploring how we pull together better neighbourhood level data and evidence

**But what would help you make more informed decisions?**

# Tools to help us make better informed decisions



## About Hertfordshire

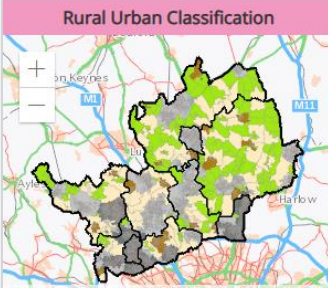
Hertfordshire is a large and varied county, stretching from Cambridgeshire and Bedfordshire in the north to the outskirts of London in the south. It borders Buckinghamshire in the west and Essex in the east and is one of five county councils in the east of England.

Our county is full of contrasts: thriving garden cities and post-war new towns have developed alongside historic market towns and picturesque villages. **Urban areas make up around a third of Hertfordshire** by area and account for around 89% of the population. The county has a polycentric settlement pattern with an **array of small and medium sized towns** alongside large settlements such as Watford, Stevenage, St Albans and Hemel Hempstead. **There is no single dominant large urban centre. In total, there are 40 settlements with 4,000 or more residents in each**

[Back to Herts Insight home page...](#)

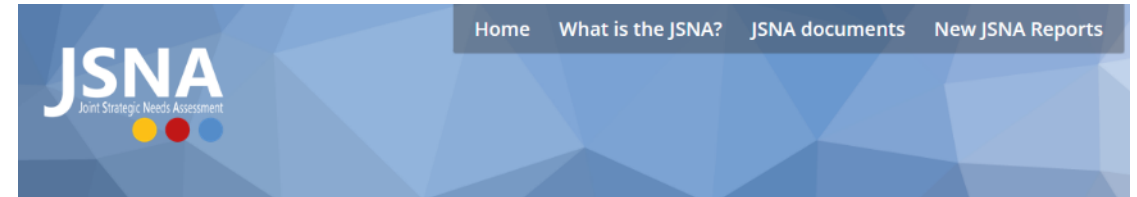
View this Profile for...  
[Hertfordshire Districts](#)

Rural Urban Classification



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[Visit the Rural Urban Classification section of the Environment & Sustainability Profile](#)



## JSNA documents

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physical activity



### Document

- JSNA
- JSNA briefing
- JSNA Lite Bite
- JSNA on a page
- Pharmaceutical needs assessment

### Life Stages

- Age 0-5 'Starting Well'
- Age 05-25 'Developing Well'
- Age 16-64 'Living & Working Well'
- Age 65+ 'Ageing Well'

View



Results per page

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### Barriers and Enablers to Physical Activity in Older Adults Lite Bite

A Lite Bite document providing a brief overview of the barriers and enablers to physical activity in older adults.

**Published: November 2022**

[JSNA Lite Bite](#)

### Lite Bite - Physical activity and COVID

A JSNA Lite Bite exploring the effects of the COVID-19 pandemic on physical activity in adults.

**Published: November 2022**

[JSNA Lite Bite](#)

### Lite Bite - Physical Activity

A JSNA Lite Bite exploring what child and adult physical activity and provides practical ways to maintain it.

### Physical Activity

A JSNA briefing exploring physical activity among children and adults in England and Hertfordshire, exploring potential causes and risk factors of inactivity and any practical ways to increase and/or maintain physical activity